SSP America Appoints Pamela Raskin Vice President Marketing and Brand Innovations
Appointment latest example of overall strategy focused on development of memorable dining environments for passengers

(United States, October 20, 2015): SSP America, a division of SSP Group, a leading operator of food and beverage brands in travel locations worldwide, has appointed Pamela Raskin as Vice President Marketing and Brand Innovations.

Raskin will be responsible for development of proprietary brands aligned with market trends. She will lead SSP America’s efforts to effectively market and brand local, regional and national concepts while building a comprehensive promotions program for the SSP America portfolio. Raskin will also implement measured merchandising standards and ensure the company is focused on integrating the latest food and beverage trends into its offerings.

Raskin joins SSP America having most recently held the position of National Director of Marketing for Leisure Services at Sodexo where she drove innovation through program development, strategy, marketing and merchandising for 50 accounts throughout North America representing $150 million in revenues. In this capacity, she was responsible for creating immersive experiences that tied into Sodexo’s clients’ missions while driving sales and increasing throughput. Raskin oversaw development of all new restaurant concepts and implemented a broad platform of marketing initiatives while ensuring optimum sales and growth strategies. Prior to Sodexo, Pamela served as Director of Marketing Innovations for Restaurant Associates which provides premium food services to museums, performing arts centers and corporate locations. At Restaurant Associates, Raskin oversaw development and implementation of marketing promotions to increase sales for more than 150 accounts.

Raskin’s background also includes years spent in the architecture and design industry working for Hillier Architecture (now RMJM) as a Marketing Manager and as a Project Manager in the architectural model shop for Gensler—both highly respected firms located in New York. In addition, Pamela spent several years building her culinary expertise and holds a Certificate of Pastry and Baking from the Culinary Institute of America in Napa Valley, CA. During her time at CIA, she worked part-time at Chef Thomas Keller’s widely respected Bouchon Bakery in Yountville. Pamela holds a Bachelor of Arts in Fine Arts and Art History from Colgate University.

Commenting on the appointment, Michael Svagdis, CEO of SSP America, said: “Everything we do at SSP America begins and ends with a passion to create memorable culinary moments for passengers—food and innovation are at the heart and soul of who we are. I’m delighted to welcome Pamela to our team and believe she will play a major role in helping SSP America achieve its strategic goals while delivering incredible food to each passenger we serve.”

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About SSP America

SSP America, a division of SSP Group, has positioned itself as the food travel expert, growing to become a leading operator of food and beverage concessions in the U.S. and Canada, operating over 200 outlets in 24 airports. SSP America’s strong growth has been driven by a strategic vision to dramatically improve the food travel experience for passengers through innovation and investment in brands, extensive training and development of staff, building lasting partnerships with airports, and together, putting the needs of the passenger first.

The 4,100-person strong SSP America team is led by a seasoned group of restaurant professionals who operate an extensive portfolio of local, proprietary and national brands created by culinary celebrities and leading industry experts.

Highlights of the portfolio include the award-winning Shake Shack, Le Grand Comptoir, Jack’s Urban Eats, Camden food co., Freshii and Mill St. Brewery as well as a range of innovative concepts created in partnership with culinary superstars such as New York’s heralded Chef Marcus Samuelsson; Canadian Chef Massimo Capra, Boston’s Paul Wahlburger and Arizona’s Chef Matt Carter and iconic national brands such as The Palm Restaurant, Einstein Bros. Bagels, Buffalo Wild Wings and many more.

www.foodtravelexperts.com/america

About SSP

SSP is a leading operator of food and beverage concessions in travel locations, operating restaurants, bars, cafés, food courts, lounges and convenience stores in airports, train stations, motorway service stations and other leisure locations. With a heritage stretching back over 60 years, today SSP has nearly 30,000 employees, serving approximately a million customers every day. It has business at circa 120 airports and circa 270 rail stations, and operates approximately 2,000 units in 29 countries around the world.

SSP operates an extensive portfolio of approximately 300 international, national, and local brands. These include Upper Crust, Starbucks, Caffè Ritazza, Burger King, M&S Simply Food, Caviar House & Prunier, Millie’s Cookies, and YO! Sushi, as well as stunning bespoke concepts such as the Montreux Jazz Café in Geneva, Zurich and Paris, Café Deco in Hong Kong and Shanghai, and the award-winning Center Bar at Zurich.

The Group’s shares were admitted to trading on the London Stock Exchange’s main market for listed securities on 15 July 2014.

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